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1. An image display apparatus, comprising:  
an image display device configured to display an image;  
a setting section configured to allow a user to set image quality adjustment excluding  
5 contrast and brightness adjustments of the image; and  
an image processing section configured to perform the image quality adjustment of  
the image according to the setting made by the user, and to perform contrast compensation to  
maintain a brightness at a center of a specific color region larger than a predetermined size  
within the image displayed by the image display device, regardless of the setting of the image  
10 quality adjustment.

2. An image display apparatus in accordance with claim 1, wherein the image quality  
adjustment is a sharpness adjustment.

3. An image display apparatus in accordance with claim 1, wherein the specific color  
is white.

4. An image display apparatus in accordance with claim 1, wherein the image  
processing section includes:

an image filter configured to perform the image quality adjustment by selecting one of  
a plurality of filters with different frequency characteristics according to the setting of the  
image quality adjustment, and to perform filter processing on the image using the selected  
20 filter; and

a contrast compensation section configured to perform the contrast compensation  
upon the image that has undergone the filter processing, using a contrast compensation value  
related to the selected filter.

5. An image display apparatus in accordance with claim 4, further comprising a  
25 contrast adjustment section configured to perform contrast adjustment of the image  
independently of the contrast compensation section.

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6. An image processing device, comprising:  
an image filter configured to perform filter processing of an image by using a selected one of a plurality of filters with different frequency characteristics; and  
a contrast compensation section configured to perform contrast compensation using a contrast compensation value, related to the selected filter, to maintain a brightness at a center of a specific color region larger than a predetermined size within an image that has undergone the filter processing, regardless of which filter is selected from the plurality of filters.

7. An image processing device in accordance with claim 6, wherein the specific color is white.

8. An image processing device in accordance with claim 6, further comprising a contrast adjustment section configured to perform contrast adjustment of the image independently of the contrast compensation section.

9. An image display apparatus, comprising:  
means for displaying an image;  
means for allowing a user to set image quality adjustment excluding contrast and brightness adjustments of the image; and  
means for performing the image quality adjustment of the image according to the setting made by the user, and for performing contrast compensation to maintain a brightness at a center of a specific color region larger than a predetermined size within the image displayed, regardless of the setting of the image quality adjustment.

10. An image display apparatus in accordance with claim 9, wherein the means for performing image quality adjustment includes:

means for performing the image quality adjustment by selecting one of a plurality of filter means with different frequency characteristics according to the setting of the image quality adjustment, and for performing filter processing on the image using the selected filter means; and

contrast compensation means for performing the contrast compensation upon the

image that has undergone the filter processing, using a contrast compensation value related to the selected filter means.

11. An image display apparatus in accordance with claim 10, further comprising contrast adjustment means for performing contrast adjustment of the image independently of the contrast compensation means.

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12. An image processing device, comprising:  
means for performing filter processing of an image by using a selected one of a plurality of filter means with different frequency characteristics; and  
contrast compensation means for performing contrast compensation using a contrast compensation value, related to the selected filter means, to maintain a brightness at a center of a specific color region larger than a predetermined size within an image that has undergone the filter processing, regardless of which filter means is selected from the plurality of filter means.

13. An image processing device in accordance with claim 12, further comprising contrast adjustment means for performing contrast adjustment of the image independently of the contrast compensation section.

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14. A method of displaying an image on an image display device, comprising the steps of:  
(a) setting a set value for image quality adjustment excluding contrast and brightness adjustments of the image; and  
(b) performing the image quality adjustment on the image according to the setting, and performing contrast compensation to maintain a brightness at a center of a specific color region larger than a predetermined size within an image displayed by the image display device, regardless of the setting of the image quality adjustment.

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15. A method in accordance with claim 14, wherein the image quality adjustment is a sharpness adjustment.

16. A method in accordance with claim 14, wherein the specific color is white.

17. A method in accordance with claim 14, wherein the step (b) comprising the steps of:

(b1) performing the image quality adjustment by selecting one of a plurality of filters with different frequency characteristics according to the setting of the image quality adjustment, and performing filter processing on the image using the selected filter; and

(b2) performing the contrast compensation upon the image that has undergone the filter processing, using a contrast compensation value related to the selected filter.

18. An image displaying method in accordance with claim 17, further comprising the step of (c) performing contrast adjustment of the image independently of the step (b2).

19. A method of processing image, comprising the steps of:

(a) performing filter processing of an image by using a selected one of a plurality of filters with different frequency characteristics; and

(b) performing contrast compensation using a contrast compensation value, related to the selected filter, to maintain a brightness at a center of a specific color region larger than a predetermined size within an image that has undergone the filter processing, regardless of which filter is selected from the plurality of filters.

20. A method in accordance with claim 18, wherein the specific color is white.

21. A method in accordance with claim 18, further comprising the step of (c) performing contrast adjustment of the image independently of the step (b).